

MARKETING COMMUNICATIONS COORDINATOR

Reports to: Communications Manager

Classification: Exempt

Seattle Southside Regional Tourism Authority (RTA)

Salary Range: \$54,011 – \$57,170

The Seattle Southside Regional Tourism Authority's (RTA) is an award-winning destination marketing organization on a mission to promote our region as a dynamic place to visit, live, work, and play. We're looking for a smart, creative, and enthusiastic marketing communications professional to join our small-but-mighty team and help us get the word out about our destination and all the diverse community stories, unique businesses, and one-of-a-kind attractions it has to offer. Our region is growing quickly! New, exciting businesses and attractions are popping up every day—and it's all supported by our thriving communities, our rich histories, and our ever growing-hub of travelers from around the world. Join us and help us find new, creative ways to tell those stories and highlight all the amazing things happening in Seattle Southside...we look forward to hearing from you!

JOB SUMMARY:

We're on the lookout for someone who exhibits professional-level creative, analytical, and technical work in developing, implementing, and helping to oversee new and traditional media to support the RTA's marketing and communications program. The right candidate possesses working knowledge of marketing communications & media relations, the ins and outs of social media/multimedia platforms, and experience with creative production and execution.

What you'll be helping us achieve:

- Facilitating ongoing improvements to the RTA's online platforms, which may include research, writing, and editing communication materials for websites, social media platforms, e-mail newsletters, press releases, and video scripts
- Managing, monitoring, and responding to community and user feedback across RTA social platforms
- Assist in maintaining and developing content across our media channels—including social media and our Content Management System (CMS)
- Keeping our Customer Relationship Management (CRM) database and reporting up to date
- Supporting marketing communications team in achieving annual workplan objectives
- Seeking out and pitching new creative opportunities and ideas—like helping to evolve and grow our influencer program

- Building and maintaining relationships with local/national media, local business partners/community members, and other key stakeholders
- Building on the RTAs strong history and foundations to take our destination marketing organization efforts to the next level

You'll especially catch our attention if you can demonstrate the ability to exercise imagination, originality, invention, and drive production of creative content across our marketing channels. You'll excel if you can show us a great deal of independent and strategic thinking and if you possess a solid sense of initiative and drive with a bias towards action and a passion for getting it right.

Essential Functions:

1. Help manage Seattle Southside's social media presence:
 - a. Brainstorm and contribute to editorial calendar to draft and create content that aligns with marketing and communication strategy
 - b. Create day-to-day postings highlighting events, business partners, and promotions, etc.
- c. Monitor Seattle Southside's social community and related conversations to promote awareness of, interest in, and travel to Seattle Southside
 - d. Analyze effectiveness of posts and make recommendations for improvements.
 - e. Identify, support creation of, and post appropriate videos
2. Work across RTA departments to develop creative story ideas and gather relevant program and project information from staff for inclusion in social channels and other media efforts. Be able to adapt voice for different audiences and house style
3. Draft, edit, proofread, and update website content, newsletters, promotional materials, press releases, and media pitches
4. Meet with Seattle Southside businesses and partners on a regular basis to understand and support upcoming marketing opportunities
5. Attend Seattle Southside events and take or help post images, videos, and live content to social media channels
6. Attend and assist on photo and video shoots as needed
7. Stay up to date on best practices and emerging trends in social
8. Keep current with tourism-related businesses in Seattle Southside and maintain accurate and updated account and contact information in CRM
9. Maintain CRM media website module by inputting all RTA produced and earned content for tracking and partner reporting
10. Communicate with partners about opportunities, results, and sponsorship requests
11. Track and record responses and follow up with partners in CRM
12. Help organize and maintain the RTA media library
13. Track and report on social media analytics
14. Support special projects and other initiatives as assigned

Required Experience and Skills:

1. Bachelor's degree in Communications, English, Marketing, or other related field
2. 2+ years professional experience in marketing, advertising, social media, communications, or related field.
3. Previous experience handling and growing company social media profiles and campaigns. (i.e., Facebook, Twitter, Instagram, YouTube, Pinterest, LinkedIn, TikTok, etc.)
4. Experience writing clear and interesting articles, social media posts, and other marketing/media materials
5. Ability to plan, organize, and schedule work independently and maintain work effectiveness with frequent changes in workload and priority of assignments, and under pressure of deadlines
6. Expertise in Microsoft Word, Excel, and Outlook programs with the ability to learn other software programs required
7. Experience and understanding of social media management and reporting platforms (e.g., Facebook Business Suite, Sprout Social, Hootsuite, etc.)
8. Skilled with oral and verbal communication, including grammar, spelling, punctuation, and vocabulary—strong writing and editing skills
9. Work collaboratively in a team environment
10. Energetic self-starter with good interpersonal skills
11. Positive attitude and able to see and understand the big picture while remaining focused on completion of day-to-day details
12. Possess strong organizational skills and attention to detail
13. A keen eye for high-quality visual and written content
14. This position must possess and maintain a current, valid Driver License

Bonus Skills We'd Love to See:

1. Knowledge of Seattle Southside community and its tourism assets
2. Knowledge of website content management systems and ability to analyze data to produce desired outcomes
3. Photography/video execution and/or editing experience for use on social media
4. Knowledge of Adobe Creative Suite and/or other photo/video editing software and apps
5. Ability to be accountable for maintaining high, reliable quality standards while working on overlapping assignments in a team environment
6. Creative, diplomatic, proactive, and energetic personality

Tell us more if you have something else to offer that we should know about!

Please include a link to your portfolio or previous examples of relevant work. Candidates who pass an initial phone screen will be required to take a writing and knowledge test as well as pass a background check.